

Module Title: Hospitality Sales and Marketing**Module Code: B1180****Level: BAICA– 2nd Semester...Lesson Plan**

S. No.	Unit	Topic/Activities
1	Introduction to Hospitality Sales and Marketing	<ul style="list-style-type: none">• Define and Differentiate Sales and Marketing• The Marketing Mix and Management Roles• The Importance of Marketing and Sales• Challenges of Hospitality Marketing and Sales (Characteristics of Hospitality Marketing)• The Hospitality Trends
2	The Marketing Plan: The Cornerstone of Sales	<ul style="list-style-type: none">• Definition of Marketing Plan and its Benefits• Five Steps in the Marketing Plan
3	Managing the Marketing and Sales Office	<ul style="list-style-type: none">• Organising the Marketing and Sales Office• Developing the Marketing and Sales Office Communication System• The Automated Marketing and Sales Office
4	Personal Sales	<ul style="list-style-type: none">• Personal Sales Calls and their Types• Stages in a Personal Sales Call• The Personal Sales Calls• Improving Sales Productivity
5	Telephone Sales	<ul style="list-style-type: none">• Basics of Telephone Communication• Types of Telephone Calls -

		Outgoing and Incoming
6	Internal Marketing and Sales	<ul style="list-style-type: none"> • Internal Marketing • Role of the General Manager • Internal Sales • Internal Merchandising • Special Service and In-House Promotion
7	Advertising, Public Relations and Publicity <ul style="list-style-type: none"> ○ 	<ul style="list-style-type: none"> • Advertising and its Benefits • Types of Advertising • Public Relations and Publicity
8	Marketing to Business Travellers	<ul style="list-style-type: none"> • Types of Business Travellers • Priorities of the Business Traveller • Reaching Business Travelers
9	Marketing to Leisure Travellers	<ul style="list-style-type: none"> • Types and their Expectations • Reaching Leisure Travellers • Group Leisure Travellers • Types of Intermediaries • Types of Tour
10	Marketing to Travel Agents	<ul style="list-style-type: none"> • Understanding Travel Agents • Birth of Organised Travel • Types of Travel Agencies • Kinds of Travellers Served by the Travel Agency • Meeting the Needs of the Travel Agency • Reaching the Travel Agency
11	Marketing to Meeting Planners	<ul style="list-style-type: none"> • Benefits of Group Business • Group Meeting Market Segments • Planning Factors of Association and Corporation • Reaching Meeting Planners
12	Marketing to Specialised Segments	<ul style="list-style-type: none"> • Introduction to Specialised Segments

		<ul style="list-style-type: none"> • Categories and Reaching Specialised Segments • Other Segments
13	Marketing to Catered Events and Meeting Rooms	<ul style="list-style-type: none"> • The Catering Department • Catering Sales • Other Food and Beverage Sales • Meeting Room Sales
14	Digital Marketing	<ul style="list-style-type: none"> • Meaning of Digital Marketing • Importance of Digital Marketing • Difference between Traditional and Digital Marketing • Digital Marketing Strategies • Future Trend in Digital Marketing